GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:3443
ANSWERED ON:17.08.2005
DIFFERENCE BETWEEN POST CARD AND MEGHDOOT CARD
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the difference between Post Card and Meghdoot Card;

(b) the purpose of printing these two types of cards;

(c) the number of Post Cards and Meghdoot Cards printed and sold during the last three years, Year-wise;

(d) whether Meghdoot Cards are available to public in every Post Office in Rural and Urban areas;

(e) if not, the reasons therefor; and

(f) the steps taken by the Government to provide these cards in adequate number to the public?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) A Post Card is printed with right half of one side reserved for the address of the recipient and for the postage value (currently 50 Paise) which may be embossed, affixed with a postage stamp, or impressed with a franking machine. The left half and back portion may be used for sending a written communication.

A Meghdoot Card is a Post Card where only one side of the Card may be used for sending a written communication. This is because in addition to the half of one side reserved for the address of the recipient and the embossed postage (currently 25 paise) the left half of the address side is used as a media vehicle for carrying advertisements, for marketing of products and services or propagation of messages by the advertisers.

(b) The Post Cards are being printed to provide a cheap mode of written communication for the public and the present sale price is 50 paise. The Meghdoot Card provides an alternative for the public, to send a shorter message at lower cost of 25 paise. For the Department, the product generates a revenue of Rs. 2/- per Meghdoot Post Card, paid for by the advertiser, with a minimum order quantity being one lakh cards.

(c) Number of Post Cards and Meghdoot Cards printed during the last 3 years, year-wise is as follows:-

Year	Post Cards (in Lakhs)	Meghdoot Cards (in Lakhs)
2002-03	2898.89	15.00
2003-04	2054.51	70.35
2004-05	2994.07	85.13

The sale figures are not readily available. These will be collected and submitted within next three months.

(d) No, Sir. Meghdoot Cards are available to public in Post Offices in selected rural and urban areas.

(e) The distribution of Meghdoot Card to Post Offices for sale is made as per the specific orders/requirements of the advertiser/sponsor who normally specify target areas on the basis of States and/or Districts.

(f) The Meghdoot Card is designed as an advertisement medium bringing in revenue for India Post, while also providing an economic mode of written communication for the public. The Meghdoot Cards are printed as per specific orders of advertisers for

distribution/sale in specific areas only. On the other hand Post Cards are printed and supplied as per annual forecasts from the field units, based on their consumption patterns and are printed and supplied in adequate quantities to Post Offices throughout the country in both rural and urban areas.